

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

51. (Previously Presented) A network comprising:

a user node having a browser program coupled to said network, said user node providing requests for information on said network;

a content provider affiliate node having a respective affiliate web site responsive to requests for information from said user node to provide media content, advertising space for display of advertising content and a link message to said user node;

an advertiser node having an advertiser web site including advertising content, said advertiser node responsive to a request to provide said advertising content; and

an advertisement server node responsive to a request from said user node based on said link message to select said advertiser node as a selected advertiser node, and identify said advertiser node as said selected advertiser node to said user node,

whereby said advertising content from said selected advertiser node is displayed at said user node in response to a request sent from said user node to said advertiser node to provide said advertising content,

wherein said advertisement server node selects said advertiser node based on a number of times said advertising content has been previously displayed at said user node.

52. (Previously Presented) In a network having a user node including a browser program coupled to said network, said user node providing requests for information on said network, a content provider affiliate node having a respective affiliate web site responsive to requests for information from said user node to provide media content, advertising space for display of advertising content and a link message to said user node, a plurality of advertiser nodes, each of said plurality of advertiser nodes having a respective advertiser web site including respective advertising content, each of said advertiser nodes responsive to a respective request to provide respective advertising content, a network node comprising:

an advertisement server node responsive to a request from said user node based on said link message to select one of said plurality of advertiser nodes as a selected advertiser node, and identify said advertiser node as said selected advertiser node to said user node, whereby said advertising content from said selected advertiser node is displayed at said user node in response to a request sent from said user node to said advertiser node to provide said advertising content,

wherein said advertisement server node selects said advertiser node based on a number of times said advertising content has been previously displayed at said user node.

53. (Currently Amended) A network comprising:

a user node having a browser program coupled to said network, said user node providing requests for information on said network;

a content provider affiliate node having a respective affiliate web site responsive to requests for information from said user node to provide media content, advertising space for

display of advertising content and a link message to said user node; and

an advertisement server node responsive to a request from said user node based on said link message to select an advertising banner for said advertising space, and to reply to said request from said user node by identifying said advertising banner to said user node,

whereby said advertising banner from said advertisement server node is displayed at said user node in said advertising space,

wherein said advertisement server node selects said ~~advertiser node~~ advertising banner based on a number of times said advertising banner content has been previously displayed at said user node.

54. (Currently Amended) In a network comprising a user node having a browser program coupled to said network, said user node providing requests for information on said network, a content provider affiliate node having a respective affiliate web site responsive to requests for information from said user node to provide media content, advertising space for display of advertising content and a link message to said user node, a network node comprising:

an advertisement server node responsive to a request from said user node based on said link message to select an advertising banner for said advertising space, and to reply to said request from said user node by identifying said advertising banner to said user node, wherein said advertising banner from said advertisement server node is displayed at said user node in said advertising space,

wherein said advertisement server node selects said advertising banner based on a

number of times said advertising ~~banner content~~ has been previously displayed at said user node.

55. (Currently Amended) In a network comprising a user node having a browser program coupled to said network, said user node providing requests for information on said network, a content provider affiliate node having a respective affiliate web site responsive to requests for information from said user node to provide media content, advertising space for display of advertising content and a link message to said user node, and an advertiser node having an advertiser web site including advertising content corresponding to an advertising banner, said advertiser node responsive to a request to provide said advertising content corresponding to the selection of said advertising banner by a user, a network node comprising:

an advertisement server node responsive to a request from said user node based on said link message to select an advertising banner for said advertising space, and to reply to said request from said user node by identifying said advertising banner to said user node, wherein said advertisement server node is responsive to a request from said user node to identify an advertiser web site corresponding to said advertising banner, whereby said advertising banner from said advertisement server node is displayed at said user node in said advertising space, and whereby said advertising content corresponding to the selection of said advertising banner is displayed at said user node in response to a request sent from said user node to said advertiser node to provide said advertising content,

wherein said advertisement server node selects said advertising banner based on a number of times said advertising ~~banner content~~ has been previously displayed at said user node.

56. (Currently Amended) In a network including a user node having a browser program coupled to said network, a content provider affiliate node having a respective affiliate web site containing media content, advertising space for display of advertising content and an advertisement server node having an advertising server web site, a method for delivery of advertising to said user node, said method comprising:

    sending a request for information from said user node to said affiliate web site requesting information;

    sending a reply from said affiliate web site responsive to said request for information from said user node, said reply containing media content, advertising space for display of advertising content and a link message to said user node;

    sending a request from said user node based on said link message to said advertising server web site to provide an advertising banner for said advertising space;

    selecting, at said advertising server web site, an advertising banner;

    sending a reply from said advertising server web site identifying said advertising banner to said user node; and

    displaying said advertising banner in said advertising space at said user node,

    wherein said advertisement server node selects said advertising banner based on a number of times said advertising banner content ~~content~~ has been previously displayed at said user node.

57. (Previously Presented) In a network including a user node having a browser program

coupled to said network, a content provider affiliate node having a respective affiliate web site containing media content and advertising space for display of advertising content, an advertisement server node, and an advertiser node having an advertiser web site including advertising content, a method for delivery of advertising content to said user node said method comprising:

- sending a request for information from said user node to said affiliate web site requesting information;

- sending a reply from said affiliate web site, responsive to said request for information from said user node, containing media content, advertising space for display of advertising content and a link message to said user node;

- sending a request based on said link message from said user node to said advertisement server node to select an advertiser node;

- selecting, at said advertisement server node, an advertiser node;

- sending a reply from said advertisement server node to said user node identifying said selected advertiser node;

- sending a request from said user node to said advertiser node to provide said advertising content to said user;

- sending a reply from said advertiser web site to said user node containing said advertising content; and

- displaying said advertising content at said user node,

- wherein said advertisement server node selects said advertiser node based on a number of

Applicant : Dwight Allen Merriman et al.  
Serial No. : 09/577,798  
Filed : May 24, 2000  
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times said advertising content has been previously displayed at said user node.